

(19) World Intellectual Property
Organization
International Bureau



(43) International Publication Date
23 June 2005 (23.06.2005)

PCT

(10) International Publication Number
WO 2005/057533 A3

(51) International Patent Classification⁷: **H04N 5/445**

(21) International Application Number:
PCT/KR2004/003256

(22) International Filing Date:
10 December 2004 (10.12.2004)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
10-2003-0090498
12 December 2003 (12.12.2003) KR

(71) Applicant (for all designated States except US): **LG ELECTRONICS INC.** [KR/KR]; 20, Yoido-dong, Youngdungpo-gu, Seoul 150-721 (KR).

(72) Inventors; and

(75) Inventors/Applicants (for US only): **HONG, Su Dong** [KR/KR]; 113-703, Hyundai APT., Bonggok-dong,

Gumi-si, Gyeongsangbuk-do 703-764 (KR). **BAE, Sang Chul** [KR/KR]; 140-15, Gamsam-dong, Dalseo-gu, Daegu, 704-150 (KR).

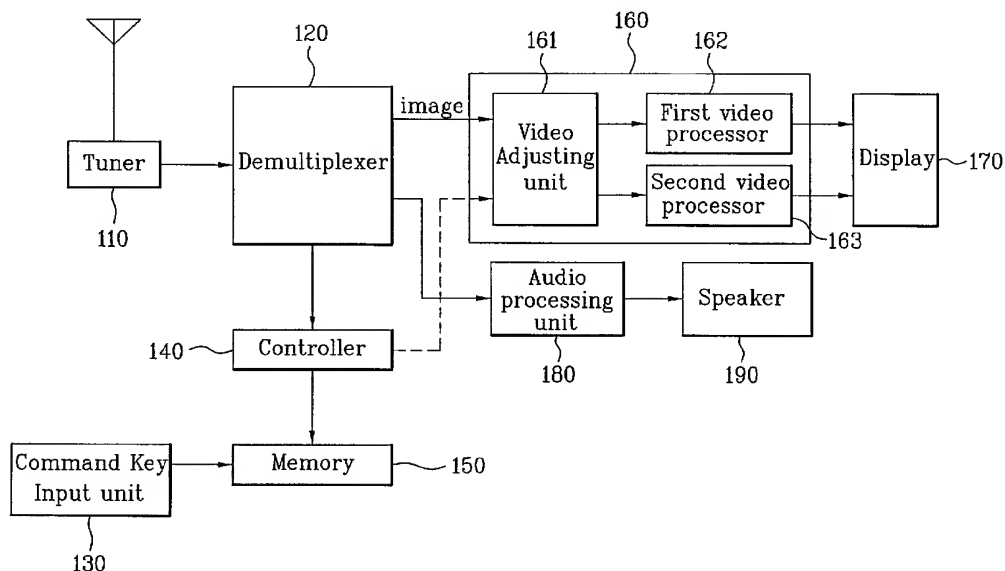
(74) Agents: **BAHNG, Hae Cheol** et al.; KBK & Associates, 15th Floor Yo Sam Building, 648-23, Yeoksam-dong, Kangnam-gu, Seoul 135-080 (KR).

(81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IS, IT, LT, LU, MC, NL, PL, PT, RO,

[Continued on next page]

(54) Title: DISPLAY DEVICE AND METHOD OF DRIVING THE SAME



(57) Abstract: A display device and a method of driving the same are disclosed, wherein a single original image is converted into a picture-enhanced image and a non-enhanced image, which are then displayed. The display device includes a controller (140) dividing a screen into a first display window and a second display window, and outputting control signals based on display options corresponding to the first display window and the second display window, and a video processing unit (160) separating an original image into a first image part and a second image part, and modifying picture qualities of each of the first image part and the second image part that are to be displayed on each of the first display window and the second display window, depending upon the control signals.

WO 2005/057533 A3



SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

Published:

- *with international search report*
- *before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments*

(88) Date of publication of the international search report:

18 August 2005